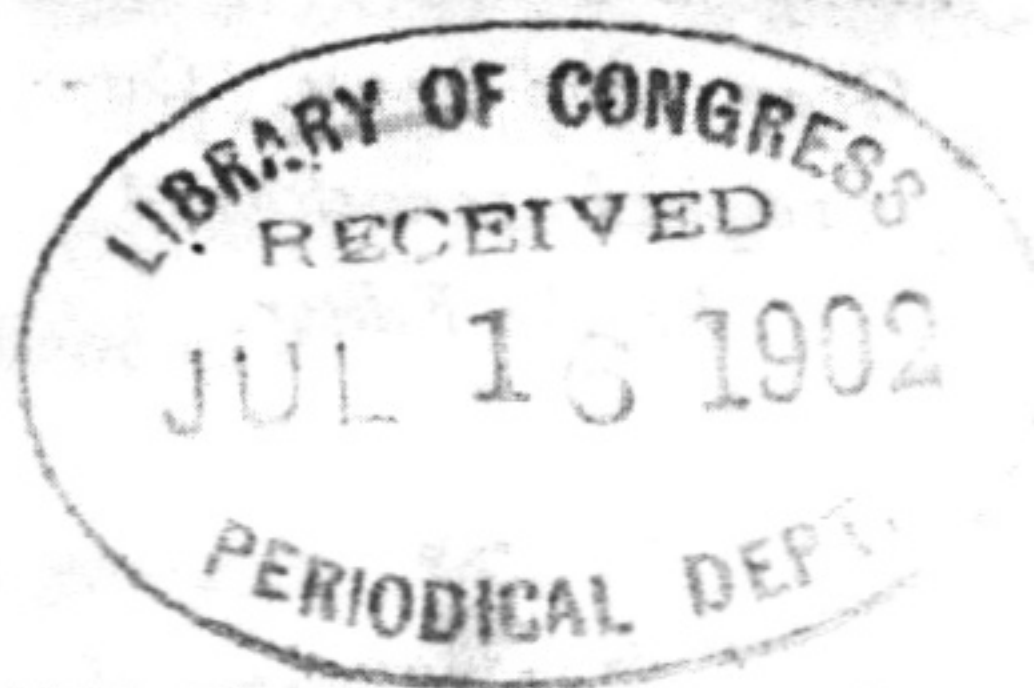


March, 1902

VOL. IV., No. 5.

Price 5 Cents

The PHONOGRAM

A large, ornate decorative border featuring intricate floral and scrollwork patterns, framing the title and the library stamp.

SUBSCRIPTION THIRTY CENTS A YEAR
SINGLE NUMBERS, FIVE CENTS

Published by HERBERT A. SHATTUCK
at NUMBER 135 FIFTH AVENUE, NEW YORK CITY

¶ Printed Monthly for those interested in the Arts of Records
ing and Reproducing Sound; also for those interested
in Animated Pictures. ¶ Official Handbook of The
Order of The Phonogram. ¶ A very
Special Department will be devoted to
all Questions and Answers re-
lating to Phones, Graphs,
Grams, and Scopes. Cor-
respondence welcomed
by the Editor.



CONTENTS

	PAGE
Notes	67
Edward Clarence	72
Two Great Improvements	78
The Phonograph and the Rube	77
Improvement of the Phonograph	75
A Twentieth Century Sleighing Party	74
Oliver Cromwell and the Collar Button	73

NOTES.

¶ I was talking to a dealer in Phonographs last week and he told me the following funny little story which I think will interest my readers. A lady came into his store the other day and whispered to him very mysteriously "I want to buy a talking machine, one that will take down and repeat conversation." So he showed her an Edison Phonograph and explained to her how to make the records. She was somewhat surprised by his explanation and said that she had always understood one could stand in the middle of the room and the Phonograph would catch even the slightest whisper and then she went on to tell my dealer friend why she wanted a machine. She supposed that she could put the horn over the key hole of the door and make a record of the proceedings in the next room. My dealer friend told her she would have to find some other way to catch her husband at it.

¶ EDITOR PHONOGRAM:—Enclosed please find the price of a year's subscription to the PHONOGRAM. I have been constantly in the Phonograph business for seven years, and without a doubt the PHONOGRAM is the best publication we have ever had in this line. Let the good work go on. It's worth \$1.00 a year; make it larger and charge us more for it. I have had pointers from the PHONOGRAM that have been worth ten times the subscription price to me. There's nothing like it; it fills a long felt want; it's just what was needed. Every one should become a member of *The Order of the Phonogram*.

THOS. H. LEONARD.

¶ The New Edison Reproducer has arrived. It is called **MODEL C**. My readers will recall my September prophecy — “It will be loud and clear and twice as natural.” And now ye will all honor me for a true Prophet; for all ye have to do is to go to the nearest Phonograph Store and hear the new Reproducer **AND THE NEW EDISON MOULDED RECORDS**, and ye will see for yourselves what a marvelous forward stride has been made toward Phonograph Perfection. Elsewhere in this issue will be found a complete description of these **TWO GREAT IMPROVEMENTS**, taken from a pamphlet issued by the National Phonograph Co.; also elsewhere in this issue I publish an article telling how the **MASTER RECORD** is made, as told by **THE SCIENTIFIC AMERICAN**; which read and thereby profit. Go ye also and tell your friends about it, that they too may have knowledge and understanding.

¶ The Edison Phonograph of 1902 is no more like the Edison Phonograph of 1899 or 1900, than a church organ resembles a mouth organ, or a harp resembles a jews-harp. Tell this to your unbelieving friend, who has heard only some decrepit coin-slot machine in some waiting room of Railroad or Ferryhouse, and who judges *all* Phonographs by the one miserable un-cared-for and out-of-order-half-the-time sample; a travesty on Mr. Edison's wonderful invention. Go tell your friend of these improvements!

¶ Here is a suggestion as to how to demonstrate the new Moulded Record and the new Reproducer, in such a convincing way that all will unite in the verdict.

FIRST; play one of the *present* records with the *present* Reproducer. This will accustom the ear of the listener to the present standard of tone quality and volume.

SECOND ; play a Moulded Record with the new Model C Reproducer. The effect is wonderful. The difference is startlingly apparent. The Moulded Records have a quality that proves conclusively the wonderful advance in the Art of Record Making. The volume is nearly twice that of the *present* Edison Records, and almost the equal of the Concert Records.

THIRD ; play a new Moulded Record with the *present* Reproducer. Both volume and tone quality suffer in this comparison; but by playing the *present* record immediately after you take off the Moulded Record you convince your hearer of the wonderful improvement of the Moulded Record even when played with the *present* Reproducer. This demonstration will satisfy the listener that the new Model C Reproducer is not an absolute necessity with the Moulded Record, and that he can continue to buy Moulded Records without going to the expense of equipping his Phonograph with a New Model C Reproducer. But the fourth demonstration will decide your listener that *he must have a Model C Reproducer, right away :*

FOURTH ; play the *present* Record with the New Model C Reproducer. This proves without a question the superiority of the Model C Reproducer, with its mica diaphragm and its button sapphire. Tones and sound values that were never dreamed of as existing in the *present* record, are brought out with surprising clearness and volume by the wonderful Model C Reproducer. Now make the difference plain to the listener by substituting the *present* Reproducer for the New Model C. Down falls both tone and volume. The listener says "Is it possible I ever thought that record loud ?" Now put back the Model C Reproducer, and play the *present* Record again. The results are

L

so very much improved that your hearer immediately decides to buy the New Model C Reproducer in order to bring out all the hitherto hidden good qualities of the *present* Record.

FIFTH; play again a New Moulded Record with the Model C Reproducer. Here is the Acme of Perfection in this combination. Your hearer, while he is delighted by the manner a Model C Reproducer improves the *present* record, will, if he wants the best, insist on being supplied from now on with the very best Edison Products, the Moulded Record and the New Model C Reproducer.

¶ I wish to call the attention of my readers to the very liberal exchange proposition as found on page eighty of this issue. This exchange may be effected through any dealer in Phonographs. If you want one of the new mica diaphragm Reproducers which cost \$5.00 each, all you have to do is to take our old Reproducer back to your nearest dealer, and if it is in good condition, he will allow you \$2.00 for it, thus making the new model C Reproducer cost you only \$3.00. It makes no difference, my friends, how old your present Reproducer is. Some of you doubtless have the old Standard Speaker which dates way back to 1895, '96, '97 and '98. Some of you may have one of the older models still, the kind they used way back in 1890 and '91, when the spectacle model was the finest thing on earth. As I say, it makes no difference how old your Speaker is; provided it is in good condition, you will get \$2.00 for it if you will bring it back and get one of the latest model C style, and pay the difference, \$3.00. My advice to every Phonograph owner is to take advantage of this offer at the very earliest opportunity.

¶ The Phonograph will appear in an entirely new and unique role if, as is now intended, it is produced in court to establish an alibi for an accused murderer in Chicago. LOUIS G. THOMS, the purser of a steamboat, is charged with the murder of a young woman. THOMS says that on the night that the murder is alleged to have been committed, he was at the house of a friend, where he dictated a story to a Phonograph, and investigation shows that one of the cylinders of the machine in question bears the record of his story. Apparently, so says the New York Sun, all that is necessary to complete the alibi is to fix conclusively the time when the record was made.

¶ Many people have asked me lately, "Where's Billy Golden?" "What has become of Mr. Madeira?" "Why don't we hear Mr. Albert C. Campbell's melodious voice any more on Edison records?"

My friends I will tell you all I know.

Billy, I believe, is running a fashionable hotel in Washington, D.C., and Madeira is in the typewriter business in St. Paul, Minn., while Mr. Campbell's voice,—well to speak in base-ball parlance,—he has a glass arm.

¶ DEAR SIR :—Your PHONOGRAM has always interested me; and to show my interest in it, I enclose you for publication a news item that will interest your readers.

Sincerely yours,

WILLIAM M. VERBECK.

On which I wish to comment, that this is the proper spirit to show. News items, subscriptions, writings of general interest—all are welcome.



EDWARD CLARANCE.

Edward Clarence was born at Boston, Mass., in 1863. At an early age Mr. Clarence developed decided vocal talent. His singing has met with the approval of the public and he has appeared in nearly every prominent vaudeville theatre in the United States and Canada. His enunciation is clear and distinct and his records for the Phonograph are deservedly popular.

Half the pleasures in life come through the ear. The only way to preserve these pleasures in their perfection and to enjoy them at will, is by owning a genuine Edison Phonograph.—CHAPIN

OLIVER CROMWELL AND THE COLLAR BUTTON.

Oliver Cromwell was once putting on a clean shirt and a new collar. He had fastened the back and one end in front, when out popped the Collar button.

“God Bless Me” said Oliver.

The button fell on the floor and bounced away to the Unknown. “Let the Harbor Lights Be Burning” hummed Oliver as he stooped down to look under the bureau. Not there ! The strain of bending over broke his suspenders at the back, so he paused, softly singing to himself “I Need Thee Every Hour.”

Did Oliver Emit any Bad Words ? Not He. Did Oliver cavort around with his wife’s parasol and sweep up the Dust of Ages from under the folding bed in a wild search for the Collar button ? Not So. Reverently he waited with bowed head. “Speak Samuel, Where Art Thou” breathed Oliver softly : for it was his custom thus to call by name each lowly object. But it was not yet time.

So Oliver paused again.

But hark ! from behind a Stately Chiffonier standing in the north-east corner there piped up a shrill little voice like a cricket at dusk. “Here I am !”

“Ring the Bells of Heaven” quoth the Sturdy Round-head as he moved the furniture away from the wall and closed his hand over the recalcitrant Samuel.

For, you see, Oliver Cromwell had equipped his Collar button with a tiny little Edison Phonograph Cylinder concealed in the rounded top ; and all it needed was Patience until the jar of falling should release this concealed mechan-

ism and make the guiding Phonographic announcement,
"Here I am ! Here I am !"

The World owes Much to the Great Genius of THOMAS
A. EDISON.

*An ounce of patience is worth a pound
of profanity.—NEW YORK SUN.*

A TWENTIETH CENTURY SLEIGHING PARTY

Now that we once more are welcoming our annual never-to-be forgotten visitor, Mr. Jack Frost, and his colleague, Mr. Snow, accompanied by all their glories, and now that sleighing parties are in vogue, allow me, for the benefit of my fellow PHONOGRAM readers, to give you an account of how I spent an enjoyable evening very recently.

Several friends and myself met one evening at the residence of one of our mutual friends, and in the course of conversation it was suggested that we have a sleighing party. The idea met with the hearty approval of everyone, and an evening was decided upon.

There had been a good downfall of snow, and the cold weather had frozen the snow in a manner which made it excellent for sleighing. The appointed evening turned out to be a most beautiful one, a full moon sending its silvery light broadcast, making the snow glisten like diamonds.

When we were about to start off on our ride, the happy idea struck me, that the addition of two more guests would make the ride a more pleasant one, so, it turned out that a most pressing invitation was extended to the two very distinguished characters, Mr. Home Phonograph and Mr. Edison Record.

With the assistance of one of the gentlemen of the party, we escorted our two guests to a place of honor in our sleigh.

Mr. Record proved himself to be a veritable phenomenon in the music line and gladdened our hearts with his faultless renditions of the latest music. After having ridden several miles we stopped at a cozy road-house, and after having warmed ourselves Mr. Record once more came to the front placing his ever ready talents at our disposal. He played for us a great variety of dance music, and when it was finally time to return to our respective homes, a resolution was passed extending to our most worthy friends, Mr. Phonograph and his talented assistant, Mr. Edison Record, a hearty vote of thanks for the able manner in which they had so creditably entertained us.

If some of my fellow readers will try this experiment, they will readily understand how these two characters, Messrs. Phonograph and Edison Record come to have such large following and make ardent admirers of all that have had the good fortune to listen to their talents.

SAMUEL WARSAWER.

The Phonograph is always ready to amuse your friends.—OPENEER

IMPROVEMENT OF THE PHONOGRAPH.

This instrument, which since its invention has been used chiefly as a toy, may receive such important improvements in the next few years that it will realize the expectations that were raised when it was first described. At that time, we are reminded in an article in *The Scientific American*, it took a remarkably strong hold on the imagination. Public

speeches, we were told, would soon be reproduced in any part of the country; letters would be spoken instead of written, and reuttered in the accents of the sender's own voice, and the voices of great singers and noted men would be preserved for future generations. How have these prophecies been realized? Says the writer of the article just referred to :

“Up to the present time, the instrument has been put to these uses to a very limited extent, to the last one scarcely at all. The wax records ordinarily used are not adapted to the purpose, because they are not sufficiently durable. There are now, however, two or three satisfactory ways in which Phonographic records can be preserved indefinitely, the most interesting of which, perhaps, is described in a recent patent of Mr. Edison's. From an ordinary wax record he produces a very perfect duplicate made of silver with a thin plating of gold. There seems to be no reason why such records will not last for centuries, and a collection of them, preserved perhaps by our museums and learned institutions, should be of the highest value to the future student of history, language and music, more especially as it is possible, by processes already well known, to obtain from them at any time an almost indefinite number of excellent copies. If we had a collection of records made, say, in the age of Elizabeth, and as perfect as those now produced, we would learn much of the speech of the sixteenth century.

“Mr. Edison's process is simple but interesting. He takes a copper electroplate of a wax record. This copper relief obtained is then electroplated with silver, the surface of which, next the copper, of course has precisely the form of the original wax surface. The copper matrix is then dissolved away with acid. In the electroplating process

the wax record is revolved under a bell-jar, in a Crookes vacuum, through which an electric discharge is passing between electrodes of gold. This causes a discharge of a vapor of infinitesimal particles of gold, which attach themselves to whatever they strike, forming a continuous coating of excessive thinness, and following the outline of the surface with absolute fidelity. Upon this coating the copper matrix is plated, to form the inside surface upon which the silver is deposited when the wax is removed.

"The gold, like the silver, being unaffected by the acid used, remains as a plating on the silver record when the copper matrix is dissolved away. The amount of gold used is scarcely appreciable, and the silver may, of course, be a thin shell, backed up by other material, so that the records are not as expensive as might be supposed from the materials employed."—From the *Literary Digest*.

The Improved Reproducer and the New Moulded Records will double the efficiency of your Phonograph.—OPENER

THE PHONOGRAPH AND THE RUBE.

"Yes, sir," said Uncle Reuben, as the Phonograph stopped, "that's mighty good—mighty good!"

"Just wait awhile," said the youth, as he slipped on another record, "and I'll explain it to you."

"Oh, I understand it all right," responded Reuben. "Understand it all except one thing."

"What's that?" asked the youth.

"Well," answered Reuben, with an abashed grin, "I understand how these sleight-o'-hand fellers pull big rabbits and pigeons out o' little hats, but I'll be danged if I understand how you git a full brass band in that box."—*Indianapolis Sun*.

TWO GREAT IMPROVEMENTS.

The beginning of the new year 1902 will mark Two Great Improvements in Edison Phonographs and Edison Records. First, the New High Speed Hard Wax Moulded Standard size Records, and second, the New Edison Reproducers for all machines except Gem type.

The High Speed Hard Wax Moulded Edison Records are made of an entirely new composition, much harder than the ordinary Standard Record. They may be handled without fear of spoiling the surface with finger marks; they are not, however, indestructible. Their speed is 160 revolutions, faster than ever before successfully attempted on Standard size Records. To reproduce them perfectly, it is absolutely necessary that a Phonograph should run at the same speed, that is, 160 revolutions per minute and no more; the variation of a few revolutions making a vast difference in the reproduction. These Records are made from a permanent MASTER, and no care or expense is spared to make it *perfect*; consequently, *all* Edison Records made from this MASTER are exactly alike, and are *all* exact copies of the PERFECT MASTER for loudness, clearness, naturalness and depth of cut. Flaws and imperfections are a thing of the past.

Edison Concert Records. There will be a decided improvement made in Concert Records, but they will not be made of different composition, or by moulded process, at present.

The New Edison Moulded Record List No. 350 contains 678 selections. This List will be added to monthly by Supplemental Lists, in the same manner as heretofore; and as soon as selections are listed in the Moulded Record

TWO GREAT IMPROVEMENTS.

The beginning of the new year 1902 will mark Two Great Improvements in Edison Phonographs and Edison Records. First, the New High Speed Hard Wax Moulded Standard size Records, and second, the New Edison Reproducers for all machines except Gem type.

The High Speed Hard Wax Moulded Edison Records are made of an entirely new composition, much harder than the ordinary Standard Record. They may be handled without fear of spoiling the surface with finger marks; they are not, however, indestructible. Their speed is 160 revolutions, faster than ever before successfully attempted on Standard size Records. To reproduce them perfectly, it is absolutely necessary that a Phonograph should run at the same speed, that is, 160 revolutions per minute and no more; the variation of a few revolutions making a vast difference in the reproduction. These Records are made from a permanent MASTER, and no care or expense is spared to make it *perfect*; consequently, *all* Edison Records made from this MASTER are exactly alike, and are *all* exact copies of the PERFECT MASTER for loudness, clearness, naturalness and depth of cut. Flaws and imperfections are a thing of the past.

Edison Concert Records. There will be a decided improvement made in Concert Records, but they will not be made of different composition, or by moulded process, at present.

The New Edison Moulded Record List No. 350 contains 678 selections. This List will be added to monthly by Supplemental Lists, in the same manner as heretofore; and as soon as selections are listed in the Moulded Record

Reproducer will work satisfactorily on the *present* Record ; in either case producing much better results than are now being secured by the use of the *present* Reproducer and the *present* Record. It is, of course, understood that *the best results are attained* by using the new Record and new Reproducer in conjunction with each other.

Gem Reproducers. In improving the Reproducers for the higher priced Phonographs, the Gem type machines have not been overlooked. From now on, they will be equipped with the present style Standard Reproducer, known as Model B. This will materially improve the reproducing quality of these machines, when used with either the *present* or the new moulded Record.

The price of the New Reproducers, either Model C or Model D, is \$5.00. The price of the new Gem Reproducer, Model B,—including new arm when necessary, is \$3.00.

Exchange of Reproducers. A credit of \$2.00 will be allowed for an obsolete type Edison Reproducer, Gem type excepted, providing it is returned in perfect condition, charges prepaid, and conditional on your ordering a Model C Reproducer. This will enable you to obtain a new style Reproducer at a price equivalent to \$3.00.

NATIONAL PHONOGRAPH COMPANY

FACTORY, Orange, N.J., U.S.A.; NEW YORK OFFICE
135 Fifth Ave.; CHICAGO OFFICE, 144 Wabash
Ave.; FOREIGN DEPT., 15 Cedar St., N.Y.

No list of new Edison Records this month.